

LET'S BUILD A DREAM TOGETHER



barrio
La pinada

ZUBILABS

PRESS RELEASE

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The Innovative Eco-District in Valencia, La Pinada, Turns More International This Week

The European premier tech event, Web Summit, held in Lisbon, invites La Pinada to share its innovative & sustainable smart town model

La Pinada will receive tomorrow & Friday European experts to incorporate best international practices in the design of the eco-district as part of EIT Climate KIC's Smart Sustainable District programme

Paterna, 8th Nov. 2017. Throughout this week, La Pinada eco-district based in Paterna (Valencia, Spain), which is currently in its co-design process will strengthen its position as a European reference in the development of a sustainable and smart district speaking at Web Summit 2017, the premier European conference for Technology, and will also organise the second urban innovation workshops in Paterna to which experts from all over Europe will attend.

Today, Wednesday 8th November, the founder of La Pinada, Iker Marcaide, will be speaking at Web Summit where he will share how La Pinada is creating a new model for urban developments: more sustainable, resilient, socially cohesive and with technology at the service of the residents to generate a good quality of life, health and wellbeing. According to Forbes magazine, this is the "best tech event on planet". Other speakers include former US Vice-President, Al Gore, the UN Secretary-General, Antonio Guterres, the European Commissioner for Research, Science & Innovation, Carlos Moedas and the prime minister of Portugal, Antonio Costa.

In addition, tomorrow and Friday, La Pinada will be receiving in Paterna international experts on mobility, landscaping, technology & data, water, energy and circular economy, such as Nadine Kula von Bergmann (TU Berlin), Mandana Moshrefzadeh (TU Munich) and Salvador Archa (Imperial College London), as part of the Smart Sustainable Districts (SSD) Climate KIC programme of which La Pinada has been part of since last August, together with the Polytechnic University of Valencia (UPV) and the European Institute of Innovation and Technology (EIT). La Pinada is the only Spanish initiative which has been accepted into this flagship European programme.

The official opening of the workshops will be carried out by the City Council of Paterna's Counsellor for Urban Planning, Local Economy and Environment, Carles Martí and Ignacio Chanza, Innovation and Entrepreneurship manager from EIT Climate KIC, and the official closing speech shall be held by the Regional Minister of Sustainable Economy, Productive Sectors, Trade and Employment, the Honourable Mr. Rafael Climent Gonzalez. The objective of the sessions is to analyse the different proposals which have been worked on during recent months, to incorporate best international practices, and to establish the next steps in order to address and guarantee the success of the challenges that the eco-district faces.

With these two international events, La Pinada continues its journey towards the co-creation of an innovative eco-district that internationally inspires a change towards a new model of urban developments and city growth.

About La Pinada

La Pinada is the first eco-district in Spain that is co-designed by its future residents and created as an extension of a school. The project will be situated at 10 minutes from the centre of Valencia and includes 25 hectares among pine trees where approximately 1,000 families will settle in their continual stages of growth. The first stage is expected to be complete in 2021. The new eco-district will create an attractive area for families where they can live, work and enjoy nature in an exciting, dynamic, healthy and socially integrating environment. La Pinada is a project by Zubi Labs, which seeks to create social and environmental value through their business initiatives.

About EIT Climate KIC

Climate-KIC is the EU's largest public private partnership addressing climate change through innovation to build a zero carbon economy.

Education is at the heart of these themes to inspire and empower the next generation of climate leaders.

We run programmes for students, start-ups and innovators across Europe via centres major cities, convening a community of the best people and organisations.

Our approach starts with improving the way people live in cities. Our focus on industry creates the products required for a better living environment, and we look to optimise

land use to produce the food people need.

Climate-KIC is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.

Further information on La Pinada District: <https://www.barriolapinada.es/EN>

Further information on SSD Climate KIC at:

<http://www.climate-kic.org/programmes/smart-sustainable-districts/>

Further information on Web Summit at: websummit.com

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